1. Name of the Scholar (In English) Ms. Priyanka Gupta

a. (In Hindi) प्रियंका गुप्ता

2. Title of research work:

(In English) : Role of tourism entrepreneurs in developing destination competitiveness and service quality in Ajmer district of Rajasthan.

(In Hindi) : "राजस्थान के अजमेर जिले में पर्यटन उद्यमियों की पर्यटन स्थल की प्रतिस्पर्धात्मक क्षमता व सेवीय गुणवत्ता को बढ़ाने में भूमिका"

3. Location:

a. Department of Management Studies

b. Maharshi Dayanand Saraswati University, Ajmer

4. Introduction, Importance of Proposed Investigation

5. Review (Work already done on the subject of proposed Research Study.)

6. Research gaps identified in the proposed field of investigation. (Based on the review)

7. Objectives

8. Major Hypothesis

9. Research Methodology

10. Chapterwise details of Proposed Research

11. List of References cited.

Gupta 1/12/14

Signature of the Candidate with date

Outline Approved

Name and Signature of supervisor with date and seal.

.....

.....

MAHARSHI DAYANAND SARASWATI UNIVERSITY, AJMER

Format for Outline of Proposed Research work

1. Name of the Scholar (In English) Ms. Priyanka Gupta

a. (In Hindi) प्रियंका गुप्ता

2. Title of research work:

(In English) : Role of tourism entrepreneurs in developing destination competitiveness and service quality in Ajmer district of Rajasthan.

(In Hindi) : "राजस्थान के अजमेर जिले में पर्यटन उद्यमियों की पर्यटन स्थल की प्रतिस्पर्धात्मक क्षमता व सेवीय गुणवत्ता को बढ़ाने में भूमिका"

3. Location:

a. Department of Management Studies

b. Maharshi Dayanand Saraswati University, Ajmer

4. Introduction, Importance of Proposed Investigation

5. Review (Work already done on the subject of proposed Research Study.)

6. Research gaps identified in the proposed field of investigation. (Based on the review)

7. Objectives

8. Major Hypothesis

9. Research Methodology

10. Chapterwise details of Proposed Research

11. List of References cited.

Signature of the Candidate with date

Outline Approved

Name and Signature of supervisor with date and seal.

.....

.....

.....

MAHARSHI DAYANAND SARASWATI UNIVERSITY,

AJMER

Certificate By Supervisor

Certified that :

1. I am willing to guide the research work of Km. Priyanka Gupta on the above subject if she is registered for Ph.D.
2. To the best of my knowledge, the subject selected has not been studied and is not being studied so far in any University.
3. The subject is of sufficient scope to keep the candidate engaged for two years.
4. The subject will lead to a valuable contribution. I have seen and approved the outline of proposed research work submitted by the candidate.
5. I have 04 Research candidates registered under my supervision and the serial number of this candidate whose application is being forwarded for registration is 04.
6. The candidate is not in a close relation (the term of close relation is defined in the examination ordinance of the University)

…….

Signature of the

Supervisor with date

Certified that the available facilities will be extended to Kum. Priyanka Gupta for research work if she is registered for Ph.D.

…… ……

Signature of the Principal/
Director of the Institution with date

Signature of the Head,
Department with date

ANNEXURE- IST

Introduction and Significance of the study

Tourism is the biggest industry in the world. – Martin par.

Tourism has become a popular global leisure activity. Tourism is a major engine of economic growth in most parts of the world. There are many countries who have used their tourism potential to the fullest to transform their economies. Tourism has the capacity to create large scale employment of diverse nature and this is exactly what our country needs today.

Under the National Tourism Development Policy 2002 tourism has been positioned as a major engine of economic growth which will harness its direct and multiplier effects for employment and poverty eradication in an environmentally sustainable manner. Among the 5 key strategic objectives of the policy, enhancing and maintaining the competitiveness of India as a tourism destination has been stressed upon. Any destination can be considered competitive if it is able to attract and satisfy potential tourist.

In words of Hassan- Destination competitiveness is the ability to create and integrate value added products that sustain its resources while maintaining market position relative to competitors". To succeed in the international tourism marketplace any destination must ensure that its overall attractiveness, and the integrity of the experiences it delivers to visitors, must equal or surpass that of the many alternative destinations open to potential visitors. The most detailed work undertaken by tourism researchers on overall tourism competitiveness is that of Crouch and Ritchie. To be competitive, a destination's development of tourism must be sustainable, not just economically and not just ecologically, but socially, culturally and politically as well.

Destination competitiveness has become a critical issue in today's increasingly challenging tourism market. Many studies have indicated that tourists and their needs

stand as the ultimate driving force which influences competition and competitiveness in the tourism destination. Today, destinations compete on the quality of tourism experience offered to visitors.

Rajasthan is the land of kings and warriors and is famous for its heritage, art, craft and culture. The state is well known for its hospitality. This land of colours has the charm to attract both domestic and international tourist. The state represents an unusual diversity in all its form, be it, people, culture, customs, costumes, cuisines, dialects and music. No other region in the country assembles the so many paradoxes of India, as does the desert land of Rajasthan. Unexpected forest glens, lakes and temples appear like mirages in the deserts. There is romance in Rajasthan's forts and palaces and arts of gallantry retold in ballads and legends. Then there are sanctuaries sheltering the rich and varied species of flora and fauna. And the shimmering Thar Desert belt charms with a rare and amazing sight. Rajasthan has everything for every age group of tourists.

Tourism is the fastest growing industry in the state of Rajasthan. The government and the Department of Tourism are focusing a lot on the innovations and development of the tourism products. Tourism is a crucial sector for the economy of Rajasthan and can play an important role in bringing about socio-economic development of the state. Tourism was declared an industry, in Rajasthan in the year 1989, and ever since Rajasthan has emerged as the top tourism state of India. Rajasthan Tourism is playing an important role in not only generating foreign exchange but also in creating opportunities like employment, good infrastructure, developing hotels, communication links, investment opportunities etc. According to Tourism Annual Report 2012-2013 -Department of Tourism, Rajasthan a total of 27137323 domestic and 1351974 foreign tourist visited Rajasthan in 2011. The figures rose to 28611831 domestic and 1451370 foreign tourist in 2012. It is worth noting that there were only 7997491 visitors who visited Rajasthan in the year 2000 and in 2010 the visitors increased to a number of 26822400 which clearly reveals that Rajasthan has a great potential to unleash.

The role of entrepreneurs in tourism development is very significant as it is only when tourism entrepreneurs are present a community's climate, landforms, flora and fauna historic places ethno-cultural enclaves become tourism resources that may be converted

into tourist attractions. Large scale entrepreneurs have proved their worth unteen times by providing the valuable infrastructure required in the tourism industry but the role of small and medium tourism entrepreneurs still needs to be recognized. According to The Micro Small and Medium Enterprises Development Act 2006 a small enterprise is one in which where the investment in equipment is more than ten lac rupees but does not exceed two crore rupees and a medium enterprise is one in which the investment in equipment is more than two crore rupees but does not exceed five crore rupees.

A lot of work has been done on the importance of tourism ,the opportunities available in this sector and the challenges faced in achieving the targets. The pressing need to increase employment opportunities also forced to develop tourism as an industry which continuously moves up the ladder of increasing revenues. Several models were developed to identify the factors which promote competitiveness of any destination. Some focused on development of infrastructure while some were concerned about the role of access and transport, geographic location and physical attributes. Inspite of the fact that hospitality and tourism industry has been a fertile field for entrepreneurial business little has been done towards the understanding of the way and extent to which entrepreneurs influence tourism development and facilitate in developing destination competitiveness.

Proposed study would evaluate the role of tourism entrepreneurs in developing destination competitiveness. The focus of my study in particular would be on whether small and medium tourism entrepreneurs play a significant role in developing competitiveness of destination and if yes what are the opportunities and challenges they face in their way ahead. By exploiting this unique study for Small and Medium entrepreneurs in the tourism industry an insight can be developed to shed light on long standing debates regarding whether small and medium entrepreneurs understand the importance of competitiveness and service quality, its impact on their existence, how can these entrepreneurs differentiate themselves and how can they consistently deliver what they stand for so as to enhance their service quality and develop competitiveness .

ANNEXURE – 2nd

Review of Literature:

Many authors have worked on destination competitiveness, service quality in services and the entrepreneurial aspects involved in it.

Good All,**(1989)** Availability and type of accommodation are major determinants of the extent to which tourist destinations benefit from their visitors. The range, supply and use of tourist accommodation are considered and the implications for destination areas, especially where tour operators are involved, are outlined. The author has stated that accommodation is a derived demand, subsidiary to the main purpose of the trip. Tourist accommodation is however an integral part of the total tourism product. It can be marketed direct to the tourist by the supplier, intermediary or as a part of composite product.

Bordas (1994)In the past destinations believed that it was enough to have only the tourists and destination resources and low salaries, attractive exchange rates etc. for them to compete and be successful in the international tourism industry).

Leiper (1995) Destinations are places towards which people travel and where they choose to stay for a while in order to experience certain features or characteristics-a perceived attraction of some sort.

Buhalis (1996) Tourism destinations were traditionally dominated by small and medium-sized tourism enterprises (SMTEs) which provided an amalgam of products and sew-Ices such as accommodation, catering, transportation, attractions and activities. He concluded that SMTEs originated a variety of benefits for destinations by providing tourists with direct contact with the local character and also by facilitating rapid Infusion of tourist spending into the host community, stimulating the multiplier effects. They also

contributed significantly to the range, variety, authenticity and quality of the tourism experience. IT had stimulated radical changes in the operation and distribution of the tourism industry. The visibility of tourism principals in the marketplace becomes a function of the technologies and networks utilized to interact with individual and institutional customers, as they determine the ability to communicate interactively with their clientele. Destinations and SMTEs should regard technology as a pivotal strategic issue and opportunity. This article proposed the development of Destination lntegrated Computer Information Reservation Management Systems as a strategic tool for enhancing the competitiveness of SMTEs and the diagonal integration of destinations. These systems aimed to ameliorate the information delivery and reservation functions for prospective and actual tourists as well as for travel trade partners, by using widely distributed multimedia presentations. They attempt to facilitate multi-integration at the destination level, attempting to enhance the multiplier effects, and to provide a strategic management tool for entire destinations. Ultimately, it was proposed to work towards the long-term prosperity of local SMTEs; the satisfaction of experienced/sophisticated/demanding tourists; and the enhancement of the local area and host society welfare.

Sautter and Leisen,(1999). Destinations are some of the most difficult entities to manage and market, due to the complexity of the relationships of local stakeholders

Tinsley & Lynch (2001) explore the networking practices of small tourism businesses in a rural destination in Scotland and identify the role that co-operation between these businesses played in destination development.

Koh and Hatten (2002) A community's quantity and quality of supply of entrepreneurs significantly determines the magnitude and form of its touristscape because the tourism entrepreneur is the persona causa of tourism development.

Koh and Hatten (2002) It is only when tourism entrepreneurs are present, do a community's climate, landforms, flora and fauna, historic vestiges, and ethno-cultural enclaves become tourism resources that may be transformed into tourist attractions'

Ritchie and Crouch,(2003) Provided a more dynamic understanding of the part that entrepreneurs and small businesses play in creating competitive advantage explaining that they are '...of fundamental importance to the development of tourism as an industry'. Small firms, they contend, contribute to destination development and competitiveness through their strategy, structure and rivalry, in particular, through inter-firm competition and co-operation. The competition generated between small firms in a destination 'creates an environment for excellence', while the interdependence between firms encourages inter-firm co-operation

Hall, (2004) Innovation in New Zealand has occurred primarily because of champions and individual innovators who have been able to generate local interest and involvement.

Hall, (2005) In regional and rural areas of many countries small businesses and entrepreneurs are the foundation of the tourism product, delivering the tourism reality, quite often in the form of niche products based on the resources available to them. They provide the platform that makes a region accessible and attractive.

Russell,(2006) Recognized that the 'innovation, flair and vision of entrepreneurs … shaped modern tourism'.

Michael's (2007) Focused on the influence of micro-clusters on tourism development and identified the role that local operators play in developing co-operative and complementary interactions that enable them to exploit synergies creating their own comparative advantages. Michael refers to the geographic concentration of a small number of firms in a cohesive environment, 'where the complementary interaction between these firms contributed to an enhanced level of local specialization'

Mottiar and Ryan (2007) take an industrial district approach identifying communities of firms and entrepreneurs as critical sources of successful destination development.

Li (2008) The hospitality and tourism industry has been a fertile field for entrepreneurial business'

Tsai, Song and Wong (2009) The goal of the article was to review the published studies on destination and hotel competitiveness, provide critiques, and point out future directions in tourism and hotel competitiveness research. A destination may be considered competitive if it can attract and satisfy potential tourists. Not only does the competitiveness of a destination directly affect tourism receipts in terms of visitor numbers and expenditures, but also it indirectly influences the tourism related businesses such as hotel and retail industries in that destination to a certain extent. The major determinants identified in tourism destination competitiveness were-Technology and Innovation, Infrastructure, Human capital, Price, Environment (Milieu), Heath, Openness, Social Development Human Tourism, Government , History and Culture ,Micro Environment ,Macro Environment ,Destination Management(Marketing), Situational Factors Demand Conditions ,Customer Satisfaction ,Social and Psychological Factors. It was also pointed that the service expectations of hotel customers differed from culture to culture. The service quality had a positive and direct effect on competitiveness. The paper was concluded stating that the competitiveness of a destination can effectively be raised by the quality of services and organizations but the paper failed to identify any universal recipe for determining tourism competitiveness

Chang (2011) Tourism business are quite commonly initiated by entrepreneurs who play significant role in modifying the supply of leisure and recreational opportunities. A great deal of entrepreneurship research is required with regards to the small and medium sized enterprises. The paper focused on how Asians placed a great value on family coherence and collectivism. As such family owned and operated business have become one indispensable component in tourism and often such business are passed down in families from one generation to the next. Entrepreneurship plays a very important role in earlier

stages of tourism development particularly in rural and ethnic communities where multinational firms and international hotel chains are less likely to invest in light of the relatively small size of potential market.

Tejada and Moreno (2012) The main aim was to explore the different types of tourism innovations and to display distinctive innovation patterns by tourism and small business. The paper focuses on the small and medium enterprises. The paper tries to explore the factor which can best explain the innovative activities of tourism SMEs. The main function is to increase role in tourism by paying attention on innovation in product, process, marketing and organizational. The factors found to determine the level of innovation were size, cooperation, capital structure, dependency on tour operators. The quantitative research approach carries out a logistic regression model in order to identify the best predictors for different types of innovation. The data set is described and variables are further defined in terms of dependent and independent variables. The study resulted that hotels suffered an intense pressure by intermediaries and there was high positive relation between the dependency on foreign financial resources and the obstacles to innovation activities. It was also concluded that it is convenient to use the number of rooms or beds instead of the number of employees as an indicator to distribute hotel firms by size.

Bhat (2012) concluded that the tourist s' expectations and perceptions in relation to quality of tourism service and dimensions are: Assurance, tangibility, responsiveness and reliability. This study also provided an empirical and theoretical idea related to the tourism services. A low SERVQUAL score clearly showed that tourism services fall slightly below the expectations of tourist so management must take care of Reliability and Responsiveness where the SERVQUAL scores were relatively low to improve the overall quality of tourism services. Management perceived service quality means that tourism service providers have to match the expected service and the perceived service as minimum as possible. He stressed that the promises about how the service will perform given by traditional marketing activities and communicated by word of mouth, must not be unrealistic when compared to the service, the tourists eventually will receive.

Ryan,Mottiar and Quinn (2012) The paper tried to investigate how entrepreneurs effect and maintain tourism development in localized places over time. A case study on Killarney,Co.Kerry was done in which it was found that The power of local entrepreneurs has helped to shape Killarney tourism and the industry is characterized by an entrepreneurial pervasiveness that has played a pivotal role in tourism development. Entrepreneurs have acted as triggers of change and development and have encouraged and facilitated the involvement and success of others in the industry. Their influence is not static but has continued to influence development long after the individual entrepreneur has ceased to exist. However in the case study the role of entrepreneurs was seen to exist through all stages of development which was otherwise considered to be dominant in early stages of development only. Some entrepreneurs leave behind a legacy of development that is passed on for family members to continue. Others leave less tangible evidence of their influence, in these cases factors such as a strong vision and culture for tourism may influence tourism development for many, many years even when the original entrepreneur is no longer involved, and may have such a pervasive influence as to form part of the fabric of tourism development in the area. It is clear that entrepreneurs play a pivotal role in tourism, and while the influence of the individual entrepreneur can be extensive and long lasting, a shared culture for tourism amongst entrepreneurs can result in a more pervasive influence on tourism development leading to the success of the area. This paper has provided a broad perspective on the influence of local entrepreneurs, acknowledging them as key 'tourism influential's' and as fundamental to tourism development. In essence, the research shows how the vision and influence of entrepreneurs can support a culture for tourism resulting in the creation of an environment where the focus for development is on the area in general and not just individual businesses.

Hsu,Hsieh and Yuan (2013) With the present industry revolution small and medium size enterprise plays a vital role in tourism. The growth of tourism industries depends on various factors. Basically local industries figure out the landscape history, cultural heritage and promote the traditional skills which results the transformation of regional development into tourist industry which corresponds to the development of SMEs (Small

and medium enterprises). The well defined characteristics of SMEs like increase in productivity, reduction in production cost can accelerate the tourism industry. The growth and survivability of regional tourism small and medium enterprises indirectly connects to the job opportunities in a particular region. It was concluded that local industry and SMEs of any region and tourist industry are inseparable.

Hooper(2014) Distance, price, attractiveness, competitiveness, cultural and heritage value are the major factors affecting tourists decision making process. Tourist destination accessibility can be improved by applying the von thunen location rent model to a destinations tourist pattern. This model took into account the multiple possible land uses and the effects of distance and transportation costs. He set his model on a flat uniform plain with equal accessibility from all sides and a single market at the center. The research showed how tourism can be affected by distance decay, and how the effect changes with destination attributes and tourist's purpose.

Buhalis The paper explained the concept of destination and attempted to synthesise several models for strategic marketing and management of destinations. It provided an overview of several techniques widely used and illustrated examples from around the world. The paper also explained that marketing of destinations should balance the strategic objectives of all stakeholders as well the sustainability of local resources. Destinations need to differentiate their products and develop partnerships between the public and private sector locally in order to co-ordinate delivery. Taking advantage of new technologies and the Internet also enables destinations to enhance their competitiveness by increasing their visibility, reducing costs and enhancing local co-operation. The Six As Framework for the analysis of tourism destination was also considered for the purpose of enriching the level of understanding.

Vengesayi This conceptual paper proposed that the popularity of tourism destinations can be enhanced by a combination of the factors of competitiveness and attractiveness. The competitiveness elements were derived from the supply side and the attractiveness from the demand side of tourism. The purpose of combining these perspectives was to come up

with a holistic understanding of the destination popularity dynamics. The input of both tourists and tourist facility operators is necessary for any destination to manage and enhance its competitive advantage. Tourism researchers had investigated destination attractiveness and destination competitiveness as separate and unrelated concepts. This paper proposed that the evaluation of tourism destinations can be approached by symmetrically conceptualizing destination attractiveness and destination competitiveness as related and complementary dimensions. This approach allowed comparisons to be made about the congruency between what the destination invests in and what customers are looking for in a destination.

ANNEXURE – 3rd

Research Gap:

- Literature on destination competitiveness has focused on the factors affecting the competitiveness and its measurement, the role of entrepreneurs has been largely overlooked.
- Effect of service quality provided by small and medium tourism entrepreneurs and its effect on destination competitiveness is not found.
- Information on key success factors for destination competitiveness that are most amenable to SME's is not found.
- Opportunities available in the market for tourism entrepreneurs are not evident in existing studies for small and medium tourism entrepreneurs.

ANNEXURE – 4th

Objectives of the Study:

1 To study the relationship between entrepreneurial marketing efforts done by tourism entrepreneurs and experience of tourist

2 To study the relationship between entrepreneurial marketing efforts done by tourism entrepreneurs and Service Quality

3 To study the relationship between experience of tourist and Quality of services received by him

4 To study the relationship between experience of tourist and destination competitiveness

5 To study the relationship between quality of services received by tourist and destination competitiveness

ANNEXURE – 5th

Major Hypothesis:

1) Ho- There is no significant relationship between the entrepreneurial marketing efforts of Tourism entrepreneurs and experience of tourists

   H1- The entrepreneurial marketing efforts of Tourism entrepreneurs has a positive influence on experience of a tourist
2) Ho- There is no significant relationship between the entrepreneurial marketing efforts of Tourism entrepreneurs and service quality.

   H1- The entrepreneurial marketing efforts of Tourism entrepreneurs has a positive influence on Service Quality
3) Ho-There is no significant relationship between quality of experience and destination competitiveness

   H1-The Quality of tourism experience has a positive influence on tourists destination competitiveness
4) Ho- There is no significant relationship between the service quality and destination competitiveness

   H1- The service quality has a positive influence on tourists perceived destination competitiveness.
5) Ho- There is no significant relationship between service quality and experience of tourist.

   H1- Service quality has a positive influence on experience of tourist.

ANNEXURE – 6th

Research Methodology:

1 Research Design:

The research will follow descriptive research design.

2 Sample Design

The sampling unit for the study will be Ajmer district of Rajasthan. The method for data collection will be convenience sampling. The sample size for the study will be 500 tourists visiting Ajmer district and a fair number of tourism entrepreneurs will be contacted.

3 Research Instrument

Questionnaire will be used to collect data from tourists. Structured schedule and in depth interviews will also be conducted to collect data from tourism entrepreneurs.

4 Source of Data and Information

Both secondary as well as primary information will be used in the study. Secondary data will be collected from journals, books and websites which will be used to developed theoretical framework of the study. As it has also been mentioned that a schedule will be developed to map the role of tourism entrepreneurs in developing destination competitiveness and their opinion will be taken to generate primary data.

5 Analysis Technique

The data collected will be tabulated and analyzed by the use of statistical package for social sciences and AMOS. Few statistical measures like Structural equation modeling, chi square, correlation, regression etc will be used for deriving meaningful conclusions.

ANNEXURE – 7th

Tentative Chapter Wise Details Of The Proposed Research:

1) **Chapter- 1: Introduction and Importance**
2) **Chapter- 2: Review of literature.**
3) **Chapter- 3: Research Methodology**
4) **Chapter- 4: Data Analysis**
5) **Chapter- 5: Findings and Interpretations**
6) **Chapter- 6: Conclusion & Suggestions**

Limitations of the study

Directions for future research

Bibliography

Annexure

Bibliography

Bhat, M.A. (2012), Tourism service quality: A dimension-specific assessment of SERVQUAL.

*Global business review,*13 (2), 237-337.

Buhalis, D: Marketing the competitive destination of the future. *Tourism Management Special Issue: The Competitive Destination*

Buhalis, D. (1996), Enhancing the competitiveness of small and medium-sized tourism enterprises. *International Journal of Electronic Commerce*, 6(1), 1-6.

Bordas& Eulogio (1994) "Competitiveness of tourist destinations in long distance markets," *Tourism Review*, 4 (3), 3-9.

Chang, J.(2011), Introduction: Entrepreneurship in tourism and hospitality: The role of SMEs. Asia Pacific Journal of Tourism Research, 16(5), 17-21.doi:10.1080/10941665.2011.597572.

Goodal,B.(1989), Tourist Accommodation: A Destination Area Perspective, Alexandrine Press
15(2),78-91.Retrived from http://www.jstor.org/stable/23286292 .

Henry Tsai, Haiyan Song and Kevin K.F.Wong (2009),Tourism and Hotel Competitiveness Research. Journal of Travel and Tourism Marketing, 26:5-6, 522-546,doi:10.1080/ 105484 00 903163079

Hooper,J.(2014), A destination too far? Modelling destination accessibility and distance decay in tourism.Geo journal,doi:10.1007/s10708-014-9536-z

Hall, C.M., (2004): Small Firms and Wine and Food Tourism in New Zealand: Issues of Collaboration , Clusters and Lifestyles. In Thomas, R., (ed.) 2004: *Small Firms in Tourism, International Perspectives. Advances in Tourism Research Series,* Elsevier Ltd., London

Hall, C.M.(2005): Rural wine and food tourism cluster and network development. In: D. Hall,

I.Fitzpatrick, & M. Mitchell (eds.) Rural Tourism and Sustainable business. 149-164. Clevedon, Channelview.

Koh, K.Y & Hatten, T.S. (2002),: The Tourism Entrepreneur: The Overlooked Player in Tourism Development Studies. *International Journal of Hospitality & Tourism Administration*, Vol. 3(1).

Li, L. (2008): A review of entrepreneurship research published in the hospitality and tourism management journals. *Tourism Management, Vol. 29,1013-1022.*

Leiper, N. (1995) Tourism Management, RMIT Press, Melbourne

Michael, E.J. (2007): Micro-Clusters in Tourism in: Ewen, M.J. (ed.) 2007: *Micro-Clusters and Networks: The Growth of Tourism.* 33-42.

Mottiar, Z and Ryan, T. (2007): The role of SMEs in Tourism Development: An Industrial District Approach Applied to Killarney, Ireland in Thomas, R and Augustyn, M. *Tourism in the New Europe: Perspectives on SME Policies and Practices,* Elsevier: Amsterdam

Ritchie, J.R.B, and Crouch, G.I. (2003): *The* Competitive Destination, A Sustainable Tourism Perspective. U.K., CABI Publishing.

Russell, R. (2006): The Contribution of Entrepreneurship Theory to the TALC model. *The Tourism Area Life Cycle,* Vol. 2(1), 105-124.

RPS Cairns Ltd. (1999) *Killarney Visitor Survey* [online] Available from: http://www.gttp.org/docs/casestudies/2000/ireland.pdf

Shih-Ming Hsu, Pei-Hung Hsieh and Soe-Tsyr Yuan (2013), Roles of small and medium-sized enterprises in service industry innovation: a case study on leisure agriculture service in tourism regional innovation,The Service Industries Journal,33:11,1068-1088,doi:10.1080/ 02642069. 2011.623773

Sautter, E. T. and Leisen, B. (1999). Managing stakeholders: A tourism planning model, *Annals of Tourism Research*, Vol.26(2),312-328.

Tinsley, R. & Lynch, P.A. (2007): Differentiation and tourism destination development: Small business success in a close-knit community. *Tourism and Hospitality Research,* Volume 8, (3), 161-77

Tejada,P and Moreno,P (2013),Patterns of innovation in tourism “Small and Medium size Enterprises”. The Service Industries Journal,33(7-8),74758.doi:10.1080/02642069.2013.740469.

Vengesayi, S: A conceptual model of tourism destination competitiveness and attractiveness